

BLOOMSBERRY & CO.®

Think chocolate.™

FOR IMMEDIATE RELEASE

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INTRODUCING CLIMATE CHANGE CHOCOLATE™ *New Blossberry & Co. Premium Dark & Milk Chocolate Bars Help Chocolate Lovers Learn how to Fight Global Warming*

SALEM, MA – November ,19th 2007 -- It just got easier for consumers to help the environment and eat their chocolate too.

Blossberry & Co., best known for its premium chocolate and award-winning packaging and Terrapass, Inc., the leading consumer retailer and marketer of greenhouse gas reduction offsets, have partnered on a chocolate bar that helps educate consumers on how to reduce their carbon footprint. The new all natural premium Climate Change Chocolate™ bars are the first of their kind to support the fight against global warming.

“The new Climate Change Chocolate™ bar is a sweet way to join the battle against global warming,” said Paul Pruett, chief executive officer of Blossberry.

Available in 3.5 ounce all natural dark and milk chocolate, each bar comes wrapped with 15 tips for reducing your carbon footprint and an offset for 133 pounds of verified carbon, the amount emitted by an average American in one day. The TerraPass offsets fund clean energy and efficiency projects such as wind farms and methane digesters that result in verified reductions in greenhouse gas emissions.

Climate Change Chocolate™ will initially be introduced in Whole Foods Market’s Southern Pacific region beginning in November. The bars will retail for \$4.99.

“Launching this new concept at Whole Foods Market simply makes sense. Its core values are aligned with the goals of Climate Change Chocolate™,” said Pruett. “We’re honored to participate and hope that this partnership can make a significant difference by promoting more dialogue and action on global warming.”

Editor's Note: Samples and product photos are available.

About Bloomsberry & Co:

Bloomsberry & Co. was founded in New Zealand in 2001. Although best known for its premium all natural chocolate and highly creative designed packaging, Bloomsberry's core competencies extend to critical areas of logistics and retail distribution. With offices in Massachusetts, New Zealand, and Australia, Bloomsberry & Co. has a unique global approach to the chocolate category. For more information visit www.bloomsberry.com or US 978-745-9100.

About Terrapass, Inc:

Launched in 2004, TerraPass is the leading consumer retailer and marketer of greenhouse gas reduction offsets. Over 75,000 TerraPasses have been sold to individuals, families and businesses to balance out the global warming impact of their flying, driving and home energy use. Together, TerraPass customers have reduced more than 500 million pounds of carbon dioxide emissions, the primary cause of climate change. TerraPass works by funding clean energy and greenhouse gas reduction projects throughout the U.S., including wind farms and biomass energy. Every TerraPass offset purchase and marketing claim is verified by an independent auditor, the nonprofit Center for Resources Solutions, creator of Green-e, the nation's leading renewable energy certification program. For more information visit www.terrapass.com.

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